



What is text4baby? Text4baby is a free mobile information service designed to promote maternal and child health. An educational program of the National Healthy Mothers, Healthy Babies Coalition (HMHB), text4baby, provides pregnant women and new moms with information to help them care for their health and give their babies the best possible start in life. Women who sign up for the services by texting BABY to 511411 (or BEBE in Spanish) will receive free SMS (Short Message Service) text messages each week, timed to their due date or baby's date of birth.

Can any Medica member join? Yes. Any Medica member who is pregnant or has a child under one year old and has a cell phone can sign up for text4baby.

The messages are currently focused on mothers. However, anyone, including soon-to-be dads, grandmas, grandpas, aunts, and others, who might find value in the information may register to receive them.

What kind of service will I receive? Beginning the day after you sign up, you will receive a free daily message for the first six days with key starter messages. Then, the service will provide three free SMS messages each week, timed to your due date or your baby's date of birth.

What costs will I have if I join text4baby? As long as you are subscribed to one of the mobile operator partners, there is no cost for you. If you have a text messaging plan, there will be no deduction from that plan for text4baby messages. And, if you have a "booster phone" with one of the participating mobile partners, you will also receive text4baby messages at no cost to you. The participating mobile operators have agreed to make this a free service. Mobile partners are:

- Alltel
- Assurance Wireless
- AT&T
- Boost Mobile
- Cellular South
- Cellcom
- Centennial Cellular
- Cincinnati Bell
- Cricket
- Metro PCS
- N-Telos
- Sprint Nextel
- T-Mobile
- U.S. Cellular
- Verizon Wireless
- Virgin Mobile USA

Each text message from text4baby begins with "free msg" to remind the user that it is a free message.

How do I sign up for text4baby? You can sign up for the services by texting BABY to 511411 (or BEBE in Spanish) or by going to www.text4baby.org.

When should I sign up for text4baby? You can join at any time during your pregnancy or any time during the first year of your baby's life.

How long will I receive free text messages? You will receive messages through the first year of your baby's life. However, you can cancel at any time by texting the word STOP to 511411 from the same phone that is getting the messages.

Will I start to receive advertisements if I sign up for text4baby? No.

Will I be able to ask text4baby questions? No, this is not an interactive program. You should ask your questions and discuss any concerns you may have with your health care provider.

What happens if I have problems with receiving messages from text4baby? All you need to do is text HELP to 511411 for technical assistance or go to www.text4baby.org for additional information.